

SPONSOR & EXHIBITOR PROSPECTUS

Canadian Association of Law Libraries (CALL)

Association canadienne des bibliothèques de droit (ACBD)

HAMILTON 2023

Innovation | Research | Leadership

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CALL | ACBD

May 28 - 31 mai

WHY SPONSOR?

The Annual CALL/ACBD Conference brings together upwards of 250 legal information professionals from across Canada and beyond, for a 4-day professional development and networking experience. Our conference is highlighted by our spectacular vendor showcase featuring exhibitors from around the world who come to showcase their new, innovative products and solutions for Private Law Firms, Law Society, Government, Academic and Corporate Law libraries.

Hamilton is a city on the rise with an exciting comeback story we love. They're home to a cultural and culinary boom that's making headlines across the country and beyond. In addition to their many urban amenities and world class attractions, they're also home to breathtaking nature on all sides including the trails of the Niagara Escarpment, a UNESCO World Biosphere Reserve, more than 100 waterfalls and walkable waterfronts – all within a few minutes drive from the downtown core. Hamilton is ideally situated in the heart of south western Ontario, within a one-hour drive to eight million Ontarians. Nearby cities like Toronto and Niagara Falls provide quick access into Hamilton as well as additional nearby destinations for your event participants to enjoy before or after the conference.

We are proud to be working with Hamilton for the 2023 conference and to welcome delegates to enjoy everything Hamilton has to offer.

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CALL | ACBD

May 28 - 31 mai

OPENING RECEPTION

\$35,000

The only evening event for all attendees that is available as a sponsorship opportunity within the conference. Opportunity to welcome attendees, a public thank you from the CALL President, and prominent signage recognizing your sponsorship. Includes standard food, beverage, décor, and A/V that would normally be a part of this type of event. Additional elements can be added at an additional cost should the sponsor wish to customize the event.

Benefits also include:

- ✓ One (1) complimentary single booth
- ✓ One (1) complimentary full conference registration
- ✓ One (1) stand alone email announcing sponsorship
- ✓ Two (2) complimentary booth staff passes
- ✓ Sponsorship recognition on conference website
- ✓ Logo signage featured throughout the reception
- ✓ Sponsor Biography on the Conference App
- ✓ Sponsor identity on name tag for all organization representatives
- ✓ Post event analytics report

To confirm your sponsorship items, a deposit of 25% must be received at CALL National Office.

Contact Tawnia Politis at conference@callacbd.ca to reserve your selections; selections with limited availability are on a first notice, first served basis.

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CALL | ACBD

May 28 - 31 mai

REGISTRATION

\$15,000

Company logo on two (2) monitors at registration for the entirety of the conference. Your company logo will also be displayed on the delegate's name badges and lanyards. The sponsorship value includes all costs associated with registration including the onsite registration provider, lanyards and name badges.

Benefits also include:

- ✓ One (1) complimentary single booth
- ✓ One (1) complimentary full conference registration
- ✓ Two (2) complimentary booth staff passes
- ✓ All registration confirmation emails with logo identifying sponsorship
- ✓ Sponsorship recognition on conference website
- ✓ Logo on sponsorship signage at registration desk throughout the entirety of the conference
- ✓ Sponsor Biography on the Conference App
- ✓ Sponsor identity on name tag for all organization representatives
- ✓ Post event analytics report

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CALL | ACBD

May 28 - 31 mai

AWARDS LUNCH

\$15,000

Opportunity to welcome attendees, a public thank you from the CALL President, and prominent signage recognizing your sponsorship. Includes standard food, beverage, décor, and A/V that would normally be a part of this type of event. Additional elements can be added at additional cost should the sponsor wish to customize the event.

Benefits also include:

- ✓ One (1) stand alone email announcing sponsorship
- ✓ Three (3) complimentary Lunch tickets to be used at the Sponsor's discretion
- ✓ Sponsorship recognition on conference website
- ✓ Logo signage featured throughout the lunch
- ✓ Sponsor Biography on the Conference App
- ✓ Sponsor identity on name tag for all organization representatives
- ✓ Post event analytics report

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May 28 - 31 mai

MOBILE APP

\$6,000

Prominent brand recognition as the CALL/ACBD 2023 Mobile App Sponsor with your company logo on signage recognizing your sponsorship, featured on the mobile app Splash Page, and a public thank you from the 2023 Conference Planning Committee

Benefits also include:

- ✓ One (1) complimentary banner ad
- ✓ One (1) stand alone email announcing sponsorship
- ✓ Two (2) complimentary push notifications
- ✓ Sponsorship recognition in final program and website
- ✓ Sponsor Biography on the Conference App in a high-profile location
- ✓ Sponsor identity on name tag for all organization representatives
- ✓ Post event analytics report

To confirm your sponsorship items, a deposit of 25% must be received at CALL National Office.

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May 28 - 31 mai

KEYNOTE (4 available)

\$5,000

Public thank you from moderator, corporate logo on screens and on conference website and next to the session description. Sponsor may provide a handout or gift to delegates attending the sponsored session at additional cost.

Benefits also include:

- ✓ Sponsor Biography on the Conference App
- ✓ Sponsorship recognition in final program and website
- ✓ Sponsor identity on name tag for all organization representatives
- ✓ Inclusion on sponsorship signage during sponsored session

To confirm your sponsorship items, a deposit of 25% must be received at CALL National Office.

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CALL | ACBD

May 28 - 31 mai

PRECONFERENCE WORKSHOP

\$5,000

Public thank you from moderator, corporate logo on screens and on conference website and next to the session description. Sponsor may provide a handout or gift to delegates attending the sponsored session at additional cost.

Benefits also include:

- ✓ Sponsor Biography on the Conference App
- ✓ Sponsorship recognition in final program and website
- ✓ Sponsor identity on name tag for all organization representatives
- ✓ Inclusion on sponsorship signage during sponsored session

**Maximum attendance of 20 people*

To confirm your sponsorship items, a deposit of 25% must be received at CALL National Office.

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CALL | ACBD

May 28 - 31 mai

WIFI SPONSOR

\$5,000

Prominent brand recognition with network name and password of your choice, as the official conference Wi-Fi provider for all meeting space. This opportunity also includes signage recognition as well as recognition on the CALL/ACBD website and in the conference app.

Benefits also include:

- ✓ Sponsor identity on name tag for all organization representatives
- ✓ Sponsorship recognition on conference website and conference App

To confirm your sponsorship items, a deposit of 25% must be received at CALL National Office.

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CALL | ACBD

May 28 - 31 mai

ENERGY BREAK (5 available)

\$2,500

Prominent signage during breaks recognizing your sponsorship. The sponsorship value includes all costs associated with a standard break. Customization and themed breaks for elevated exposure are available at extra cost to the sponsor.

Benefits also include:

- ✓ Sponsorship recognition in final program and website
- ✓ Sponsor Biography on the Conference App
- ✓ Sponsor identity on name tag for all organization representatives
- ✓ Inclusion on sponsorship signage during sponsored break

To confirm your sponsorship items, a deposit of 25% must be received at CALL National Office.

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CALL | ACBD

May 28 - 31 mai

WATER BOTTLE

\$4,000

Prominent brand recognition with your company logo on water bottles which will be placed in the delegate bag which is given to each delegate at the Conference. This opportunity also includes recognition on the CALL/ACBD website and mobile app.

Benefits also include:

- ✓ Sponsor identity on name tag for all organization representatives
- ✓ Sponsorship recognition on conference website and app

**In consultation with CALL National Office, the sponsor will approve the final water bottle selection and design*

To confirm your sponsorship items, a deposit of 25% must be received at CALL National Office.

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CALL | ACBD

May 28 - 31 mai

PHONE CHARGING STATION

\$3,000

Prominent brand recognition as the official Phone Charging Station Sponsor with prominent signage recognizing your sponsorship and the charging station. This opportunity also includes recognition on the CALL/ACBD website and mobile app.

Benefits also include:

- ✓ Sponsor identity on name tag for all organization representatives
- ✓ Sponsorship recognition on conference website and app

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CALL | ACBD

May 28 - 31 mai

EDUCATIONAL SESSION (9 available)

\$1,250

Opportunity to provide introduction to audience, receive a public thank you from moderator, corporate logo on the overhead screens in the event venue and next to the session description in all promotional materials including the website. Sponsor may provide a handout or gift to delegates attending the sponsored session at additional cost.

Benefits also include:

- ✓ Sponsorship recognition on conference website and app
- ✓ Sponsor Biography on the Conference App
- ✓ Sponsor identity on name tag for all organization representatives
- ✓ Inclusion on sponsorship signage during sponsored session

To confirm your sponsorship items, a deposit of 25% must be received at CALL National Office.

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CALL | ACBD

May 28 - 31 mai

DINE AROUND HOST (6 available)

\$1,000

Opportunity to host a small group of conference attendees at a local restaurant for a meal. The cost of the meal is the responsibility of attendees, so this is simply a hosting opportunity. CALL/ACBD will work to ensure that there are 6 or more attendees and that reservations to a walkable mid-priced restaurant are organized.

Benefits also include:

- ✓ Sponsorship recognition on conference website and app
- ✓ Sponsor details in the Conference App
- ✓ Sponsor identity on name tag for host representative
- ✓ Social Media post from the event

To confirm your sponsorship items, a deposit of 25% must be received at CALL National Office.

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CALL | ACBD

May 28 - 31 mai

DELEGATE BAG INSERT

\$500

Opportunity to insert an item into the delegate bag, which will be given to all delegates at the conference. This opportunity also includes recognition on the CALL/ACBD website and mobile app.

Benefits also include:

- ✓ Sponsor identity on name tag for all organization representatives
- ✓ Sponsorship recognition on conference website and app

To confirm your sponsorship items, a deposit of 25% must be received at CALL National Office.

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CALL | ACBD

May 28 - 31 mai

MOBILE APP PUSH NOTIFICATION (3 available)

\$1,500

Brand recognition within the CALL/ACBD 2019 Conference App as a pop-up ad.

Benefits also include:

- ✓ Sponsor Biography in the Conference App
- ✓ Recognition on the CALL/ACBD website

To confirm your sponsorship items, a deposit of 25% must be received at CALL National Office.

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Innovation | Research | Leadership

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Innovation | Recherche | Leadership

CALL | ACBD

May 28 - 31 mai

BREAKFAST DEMO (3 available)

\$5,000

Opportunity to demo your product or services during a breakfast at the conference. Demo time slots will be allocated by a first-come, first-served process, based on the date the signed contract and deposit is received by the CALL/ACBD National Office. Does not include the cost of food and beverage. Standard A/V will be provided. Anything additional will be at the cost of the sponsor.

Benefits also include:

- ✓ 60 minute session
- ✓ Sponsor identity on name tag for all organization representatives
- ✓ Sponsorship recognition on conference website and app
- ✓ The session will be listed in the print program and open to all conference delegates

**Limited to one demo per vendor*

***Sponsor is also responsible for the cost of the Food and Beverage*

****First choice of available dates will be based on deposit payment*

To confirm your sponsorship items, a deposit of 25% must be received at CALL National Office.

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CALL | ACBD

May 28 - 31 mai

VENDOR DEMO (maximum 6)

\$1,500

Opportunity to demo your product or services during the conference. Demo time slots will be allocated by a first-come, first-served process, based on the date the signed contract and deposit is received by the CALL/ACBD National Office. There are a limited number of vendor demos available.

Benefits also include:

- ✓ 30 minute demonstration
- ✓ Sponsor identity on name tag for all organization representatives
- ✓ Sponsorship recognition on conference website and app
- ✓ The session will be listed in the print program and open to all conference delegates

**Limited to one demo per vendor*

***CALL/ACBD National Office must approve Vendor Demo as suitable, and has the right to decline a Demo if it does not fit the parameters laid out by National Office.*

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HAMILTON 2023
Innovation | Research | Leadership

IRL

Innovation | Recherche | Leadership

CALL | ACBD

May 28 - 31 mai

WHY EXHIBIT

CALL/ACBD is pleased to offer exhibitors of the 2023 Annual Conference over **20 hours** of exhibitor time.

As an exhibitor you will receive logo recognition on the conference website and final program. This opportunity is not to be missed!

Exhibit Hours (**subject to change**)

Monday, May 29: 11:00AM – 6:00PM

Tuesday, May 30: 10:00AM – 5:00PM

Wednesday, May 31: 8:30AM – 12:00PM

Learn more: <http://callacbdconference.com/>

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Innovation | Recherche | Leadership

CALL | ACBD

May 28 - 31 mai

SINGLE BOOTH

\$1,500

Single booths are 10X10, with a maximum height for your display of 10 ft.

Single booth includes:

- ✓ 8 ft. high background drape and 3 ft. high sidewall drape
- ✓ 1-6 ft. draped table
- ✓ Two (2) chairs
- ✓ One (1) electrical outlet
- ✓ One (1) complimentary full conference registration
- ✓ Two (2) complimentary booth staff passes *
- ✓ Opportunity to participate in gamification for increased exposure

**** Please note: The booth staff passes include lunch in the exhibit hall and all breaks. The booth staff passes do not include the Opening Reception or the plated luncheon on Tuesday, May 30.***

Availability of exhibit booths are on a first come, first served basis.

The prices above do not include tax.

To book a booth please contact Tawnia Politis at conference@callacbd.ca

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Innovation | Research | Leadership

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Innovation | Recherche | Leadership

CALL | ACBD

May 28 - 31 mai

VIP BOOTH

\$3,500

VIP booths are 10x15, with a maximum height for your display of 10 ft. The VIP Booth space also has limited lounge furniture options that can be placed next to the booth which can be used to place printed materials or signage in this area. Exhibit activities are confined to the actual booth space and must not be conducted in the aisles.

VIP booth includes:

- ✓ 8 ft. high background drape and 3 ft. high sidewall drape
- ✓ 1 x 6 ft. draped table
- ✓ Two (2) chairs
- ✓ One (1) electrical outlet
- ✓ One (1) complimentary full conference registration
- ✓ Three (3) complimentary booth staff passes
- ✓ Opportunity to participate in gamification for increased exposure
- ***Please note: The booth staff passes include lunch in the exhibit hall and all breaks. The booth staff passes do not include the Opening Reception or the plated luncheon on Tuesday, May 30.***

Availability of exhibit booths are on a first come, first served basis.

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HAMILTON 2023
Innovation | Research | Leadership

IRL

Innovation | Recherche | Leadership

CALL | ACBD

May 28 - 31 mai